

Results of Survey on Measuring Digital Trade in Latin America

*Course “Introduction to Digital
Trade Regulation: Domestic
Policies, International Agreements,
and Digitalisation of Trade
Processes through Blockchain”*

Nanno Mulder -nanno.mulder@cepal.org
Javier Pérez Ibáñez -javier.perezibanez@cepal.org



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Background of the Survey



About the survey

The survey was conducted among participants of the **Latin American Workshop on the Measurement of Digital Trade in Goods and Services**, organized by UN-ECLAC in June 2025



Target audience

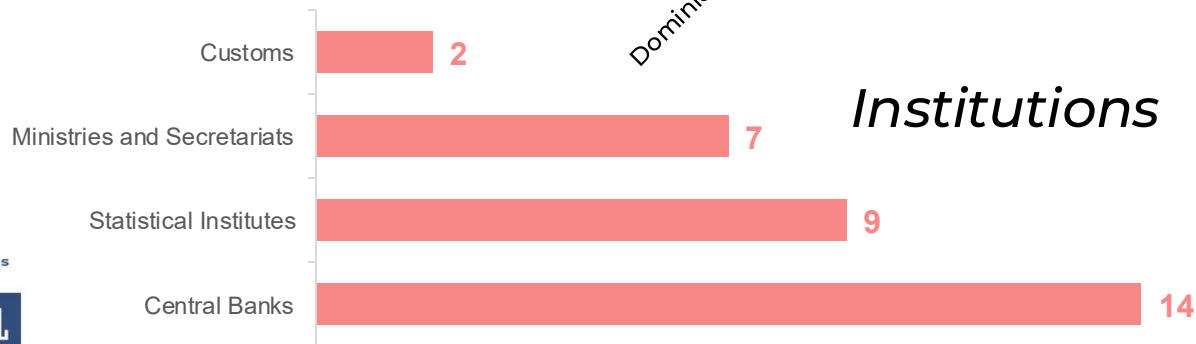
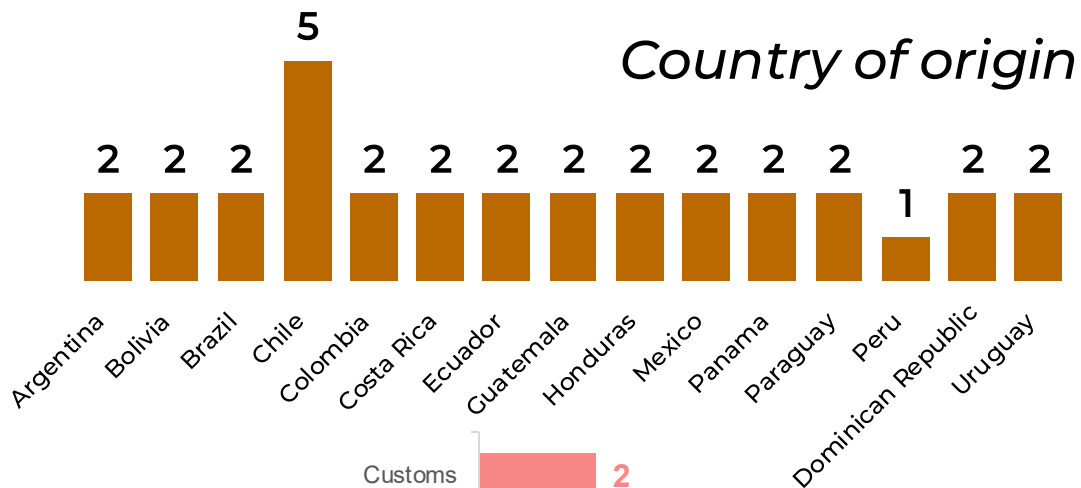
Officials and experts from national statistical offices (NSOs), central banks, ministries of economy and trade, and other public institutions involved in statistical production.



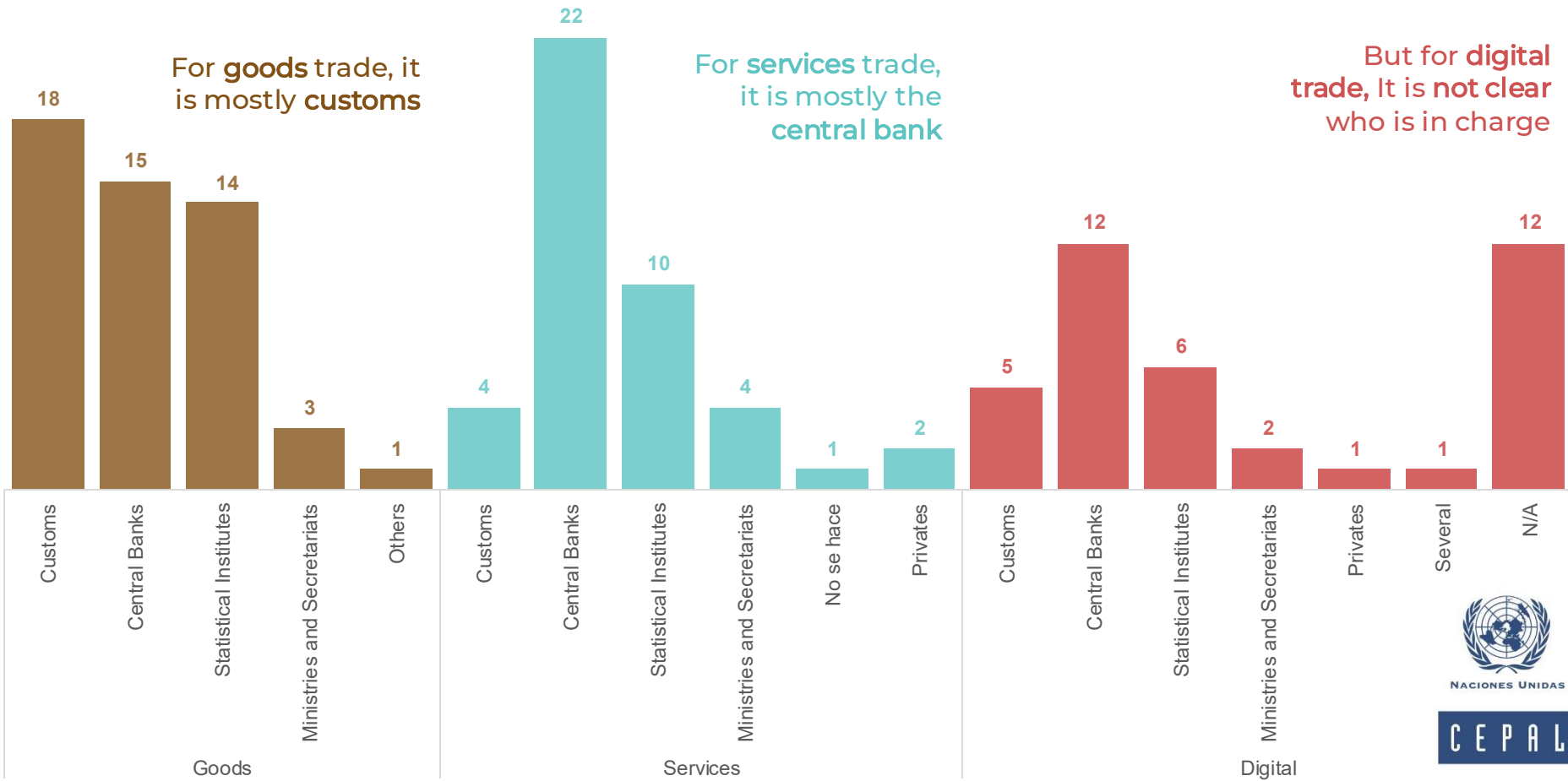
Purpose

Identify **regional priorities**, challenges and data gaps in the measurement of digital trade. Collect **inputs** for improving methodological guidance and future capacity-building activities.

Institutions from 15 countries responded the Survey

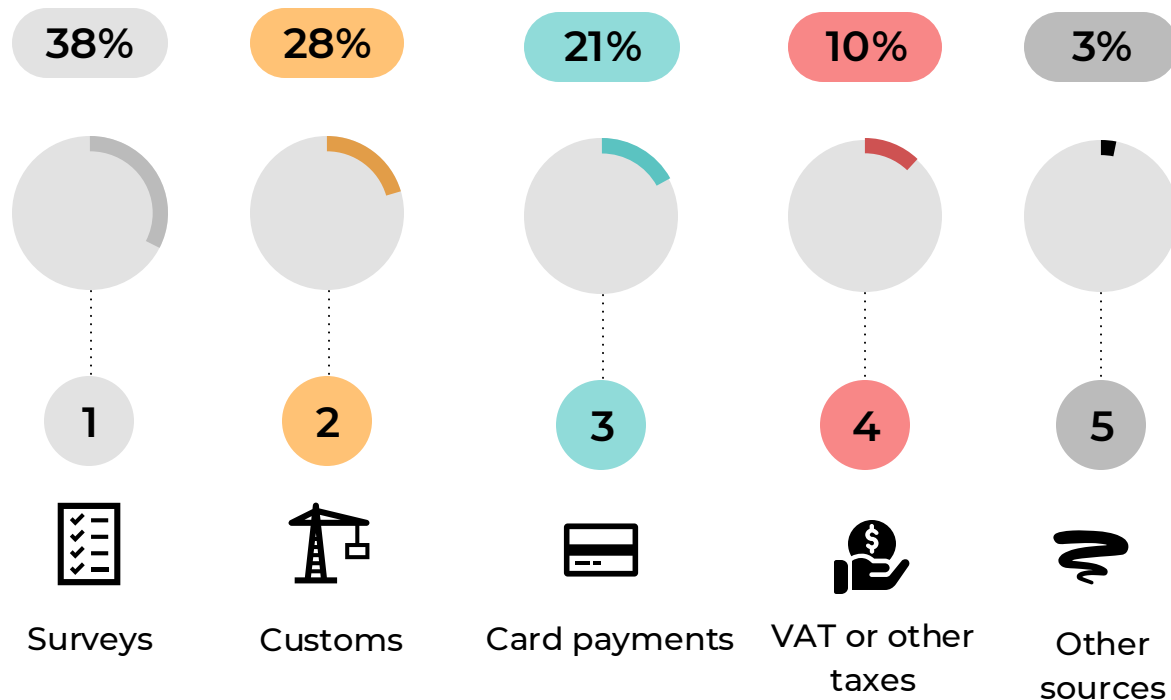


Which institutions compile foreign trade statistics?



Half of the institutions DO NOT have data on trade ordered by digital means

The other half
who DO have data
use these sources:

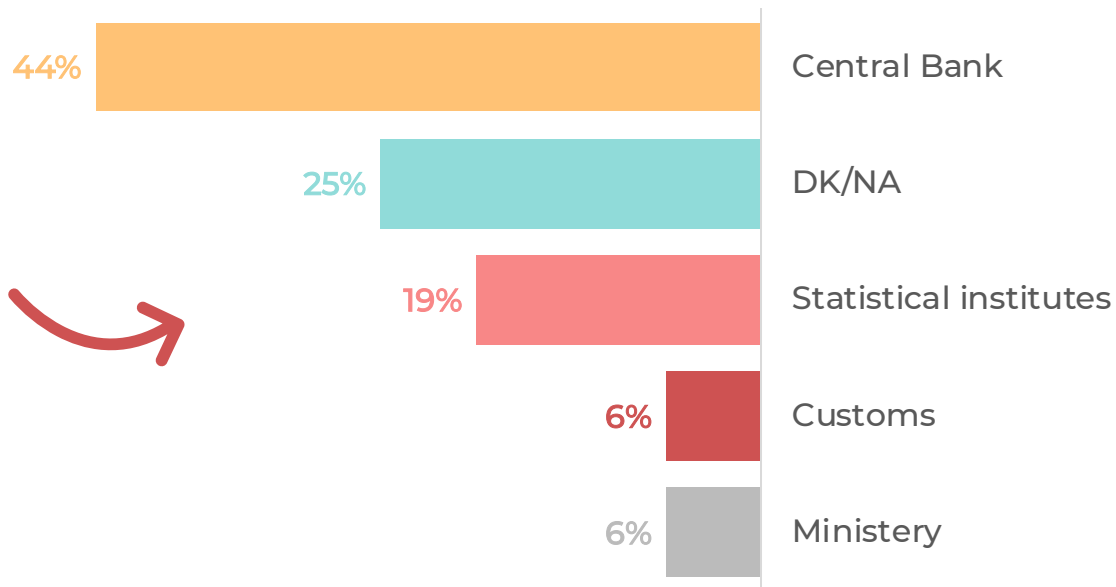


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Half of the institutions DO NOT have data on trade ordered by digital means

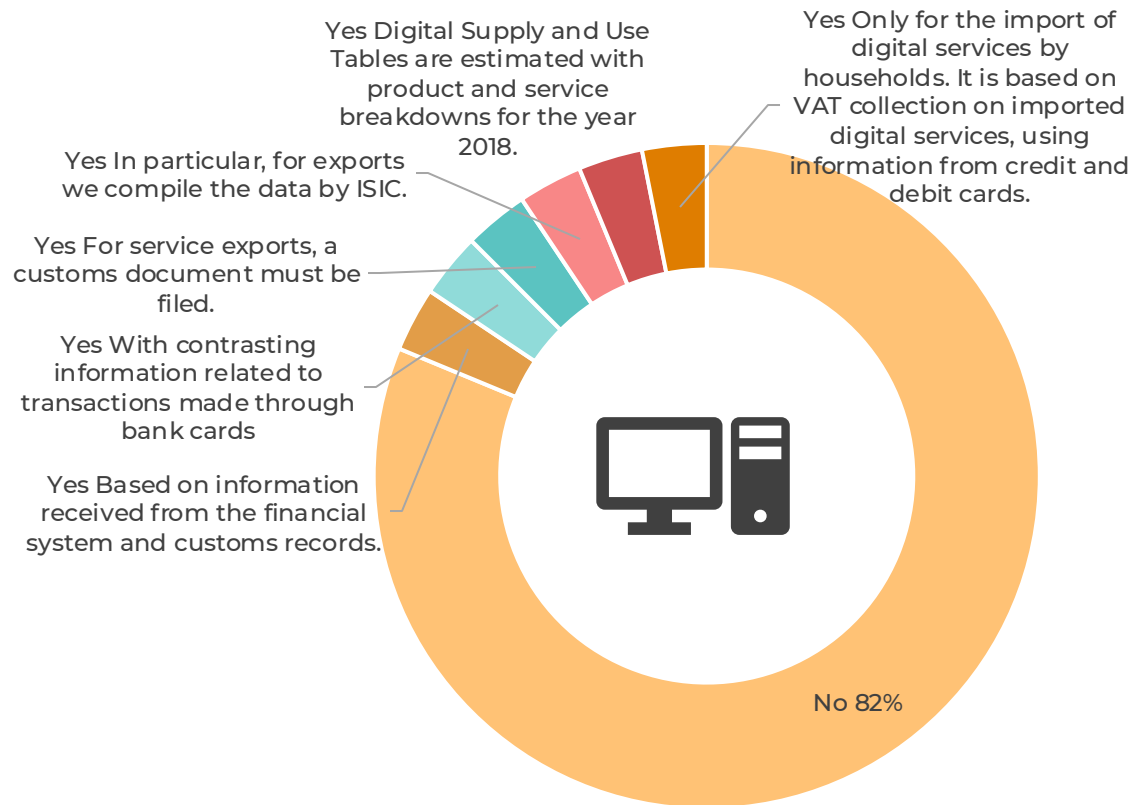
**The other half
who DO have data
this institution is
responsible for
the collection:**



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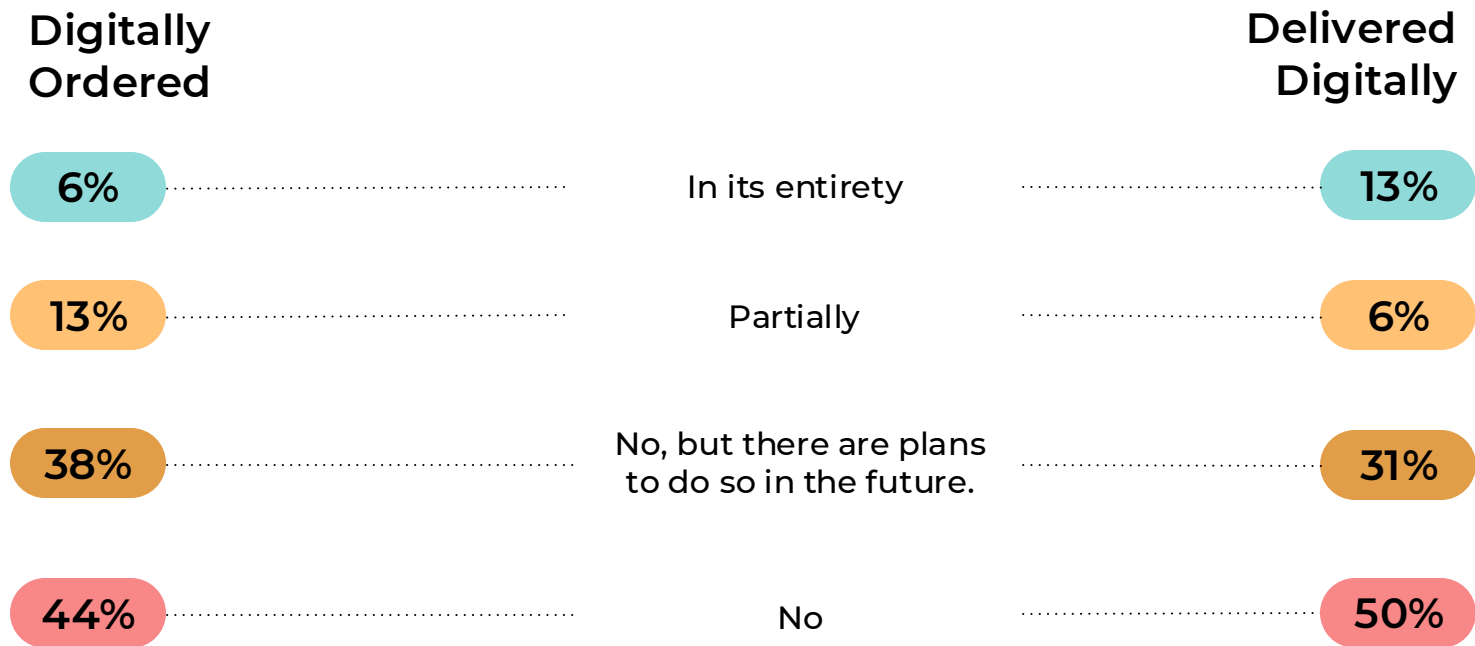
82% of the institutions do not estimate digitally ordered or delivered services



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Your institution **publishes** estimates on digital trade...



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Digital intermediation platforms (DIP)

Orders placed through DIPs are, by definition, **digitally ordered transactions** (e-commerce).

82%

Does not collect information directly from these platforms

41%

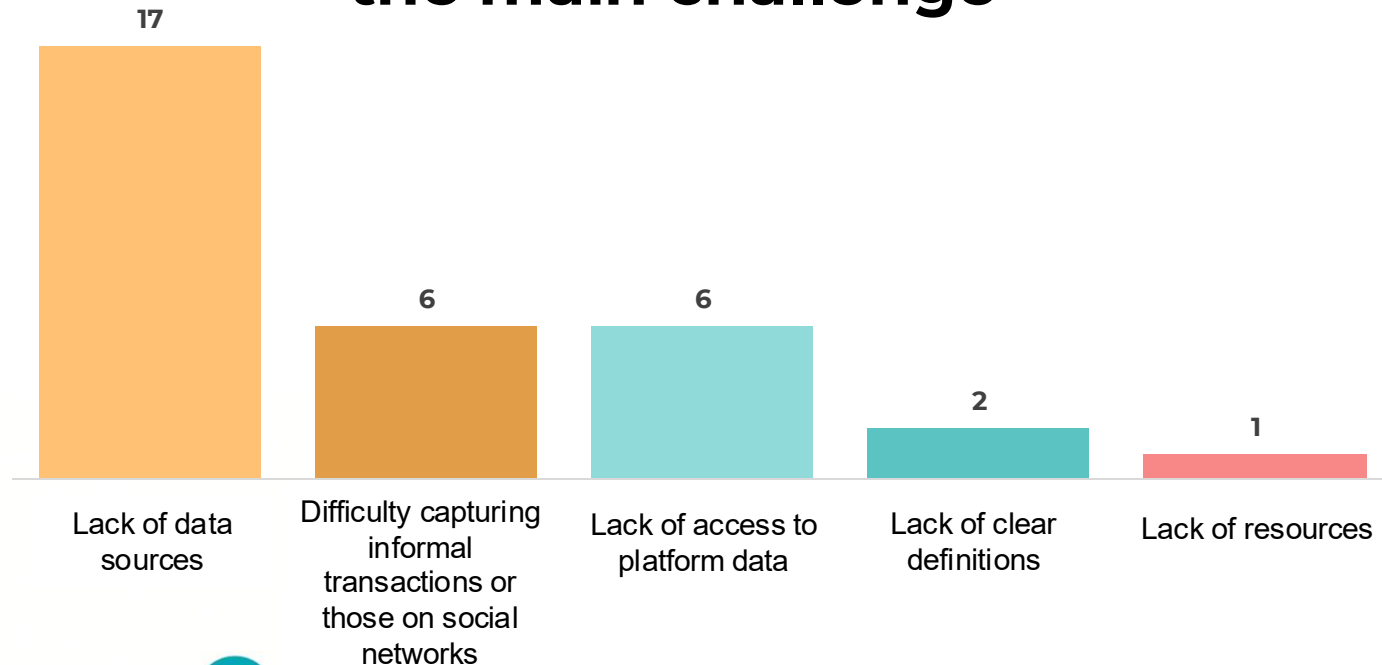
Coordinates inter-institutional actions for achieve it

72%

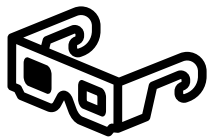
It does not have information on international trade carried out through the DIPs



The **lack of data sources** is the main challenge



Future plans and challenges for measuring digital commerce



Future
plans



Challenges



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Lack of reliable sources and access to data from businesses



Low statistical capacity / lack of resources.



Lack of regulation, definitions and standardization



Incomplete data records / without digital disaggregation



Coordination and data-sharing problems



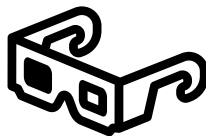
Need for alternative or complementary sources

Future plans and challenges for measuring digital trade

Update methodologies.

Several projects are underway or will be launched in digital trade measurement.

Interinstitutional agreements / public-private cooperation



Future plans



Challenges



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On what issues do countries request technical assistance?

Estimation techniques

Training in data collection methods, digital survey design, use of big data and analysis of digital services.

Methodological and operational support

One-off assistance to improve surveys, estimate platform margins, or apply indirect methodologies.

Institutional and normative development

Need for regulatory frameworks, coordination between agencies, and clear rules for data reporting.

Infrastructure and platforms

Creation or strengthening of digital systems to compile e-commerce information.

Exchange of experiences

Consulting, workshops, and cooperation with countries which made progress in these measurements.